

# CORDIAL PRO FAMILY

AVAILABLE FROM VEER

THE MOST CAREFULLY BREWED FOR  
SMOOTHNESS

GUSTO AND AROMA

FLAVOURED WITH AROMATIC HERBS AND SPICES

APERITIVO ROBUSTO

CELEBRATED BY CONNESIUE

NORMAL

**CORDIAL BOLD** **CORDIAL SEMIBOLD** **CORDIAL MEDIUM**  
CORDIAL REGULAR CORDIAL LIGHT

EXTENDED

**CORDIAL EXTENDED BOLD** **CORDIAL EXTENDED SEMIBOLD** **CORDIAL EXTENDED MEDIUM** CORDIAL EXTENDED REGULAR CORDIAL EXTENDED LIGHT

ROUNDED

**CORDIAL ROUNDED BOLD** **CORDIAL ROUNDED SEMIBOLD**  
CORDIAL ROUNDED MEDIUM CORDIAL ROUNDED REGULAR  
CORDIAL ROUNDED LIGHT

**CORDIAL CHERRY**

**CORDIAL INLINE** **CORDIAL INLINE ROUNDED**

CORDIAL PRO BOLD 34 PT

**THE PRECISE ORIGIN OF THE APERITIF IS UNKNOWN**

CORDIAL PRO ROUNDED REGULAR

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CORDIAL PRO INLINE ROUNDED

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CORDIAL PRO EXTENDED MEDIUM

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CORDIAL PRO REGULAR 21 PT

AN APERITIF IS A BEFORE-DINNER DRINK  
TO STIMULATE THE APPETITE. THE TERM  
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APERTITIUVUM MEANING "OPENER".

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CORDIAL PRO REGULAR 21 PT, DISCRETIONARY LIGATURES & SUPERSCRIPT

BY THE 16<sup>TH</sup> CENTURY PEOPLE WERE PRODUCING  
FLAVOURED SPIRITS WITH HERBS AND SPICES FOR  
MEDICINAL PURPOSES. IN THE EARLY DAYS THEY  
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**THE PURPOSEFUL PRODUCTION OF ALCOHOLIC BEVERAGES IS COMMON IN MANY CULTURES AND OFTEN REFLECTS THEIR CULTURAL AND RELIGIOUS PECULIARITIES AS MUCH AS THEIR GEOGRAPHICAL AND SOCIOLOGICAL CONDITIONS. HISTORIANS STATE THAT THE DISCOVERY OF LATE STONE AGE BEER JUGS HAS ESTABLISHED THE FACT THAT PURPOSELY FERMENTED BEVERAGES EXISTED AT LEAST AS EARLY AS C. 10,000 BC. IT HAS BEEN SUGGESTED THAT BEER MAY HAVE PRECEDED BREAD AS A STAPLE. EVIDENCE OF WINE ONLY APPEARED AS A FINISHED PRODUCT IN EGYPTIAN PICTOGRAPHS AROUND 4,000 BC. BREWING DATES FROM THE BEGINNING OF CIVILIZATION IN ANCIENT EGYPT AND ALCOHOLIC BEVERAGES WERE VERY IMPORTANT AT THAT TIME. SYMBOLIC OF THIS IS THE FACT THAT WHILE MANY GODS WERE LOCAL OR FAMILIAL, OSIRIS WAS WORSHIPED THROUGHOUT THE ENTIRE COUNTRY. THE EGYPTIANS BELIEVED THAT THIS IMPORTANT GOD INVENTED BEER, A BEVERAGE THAT WAS CONSIDERED A NECESSITY OF LIFE; IT WAS BREWED IN THE HOME "ON AN EVERYDAY BASIS". BOTH BEER AND WINE WERE DEIFIED AND OFFERED TO GODS. CELLARS AND WINE PRESSES EVEN HAD A GOD WHOSE HIEROGLYPH WAS A WINEPRESS. THE ANCIENT EGYPTIANS MADE AT LEAST 17 TYPES OF BEER AND AT LEAST 24 VARIETIES OF WINE. ALCOHOLIC BEVERAGES WERE USED FOR PLEASURE, NUTRITION, MEDICINE, RITUAL, REMUNERATION AND FUNERARY PURPOSES. THE LATTER INVOLVED STORING THE BEVERAGES IN TOMBS OF THE DECEASED FOR THEIR USE IN THE AFTER-LIFE. NUMEROUS ACCOUNTS OF THE PERIOD STRESSED THE IMPORTANCE OF MODERATION, AND THESE NORMS WERE BOTH SECULAR AND RELIGIOUS. WHILE EGYPTIANS DID NOT GENERALLY APPEAR TO DEFINE DRUNKENNESS AS A PROBLEM, THEY WARNED AGAINST TAVERNS (WHICH WERE OFTEN HOUSES OF PROSTITUTION) AND EXCESSIVE DRINKING. AFTER REVIEWING EXTENSIVE EVIDENCE REGARDING THE WIDESPREAD BUT GENERALLY MODERATE**

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SUPPORTED LANGUAGES  
AFRIKAANS, ALBANIAN,  
ASTURIAN, AZERBAIJANI,  
BASQUE, BSLAMA, BRETON,  
BOSNIAN, ROMANISED  
BULGARIAN, CATALAN,  
CROATIAN, CZECH, DANISH,  
DUTCH, ENGLISH, ESTONIAN,  
FAROESE, FINNISH, FRENCH,  
FRIULIAN, GALICIAN,  
GERMAN, TRADITIONAL  
GERMAN, TRANSLITERATED  
GREEK, GREENLANDIC,  
HAWAIIAN, HUNGARIAN,  
ICELANDIC, INDONESIAN,  
IRISH GAELIC, ITALIAN,  
LATIN, LITHUANIAN,  
MALTESE, MOLDAVIAN,  
NORWEGIAN, OCCITAN,  
POLISH, PORTUGUESE,  
SCOTS, SCOTTISH GAELIC,  
SERBO-CROATIAN POETICS,  
SLOVAK, SLOVENIAN, SPANISH,  
TRADITIONAL SPANISH,  
SWAHILI, SWEDISH, TONGAN,  
UZBEK AND WOLOF.

GLIPHS PER FONT  
571

OPENTYPE FEATURES  
SUPERIOR/SUPERSCRIPPT,  
INFERIOR/SUBSCRIPT,  
DISCRETIONARY LIGATURES

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

DIACRITICS

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NUMERALS, PUNTUACTION AND SYMBOLS

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SUPERSCRIP AND SUBSCRIPT

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DISCRETIONARY LIGATURES

**EA EB ED EM EN ER EL LO LB LE MM MP ND NE NN RA RS LA LB LC LD LE LF LG  
LH LL LJ LK LL LM LN LO LP LQ LR LS LT LU LV LW LX LY LZ RA RB RC RD RE RF RG  
RH RI RJ RK RL RM RN RO RP RQ RR RT RU RV RW RX RY RZ TA TB TC TD  
TE TF TG TH TI TJ TK TL TM TN TO TP TQ TR TS TT TU TV TW TX TY TZ**



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